



**2021 MACHA Electronic Payments Conference
Exhibitor and Sponsorship Opportunities**

WHO?

Chief Executive Officers
Chief Financial Officers
Chief Operations Officers
Controllers and Comptrollers
Vice Presidents, Directors, and Senior Managers
Payments Executives
Fraud and Risk Managers
Compliance Officers
Auditors
Government Payment Officials
Accredited ACH Professionals (AAPs)

Accredited Payments Risk Professionals (APRPs)
National Check Professionals (NCPs)
ACH Sales Managers
Marketing, Product, and Operations Managers
Remote Deposit Capture (RDC) Product Managers
Card Product Managers
BSA Officers

WHAT?

- Engaging sponsorship and exhibitor opportunities that will make a lasting impression;
- Strategic opportunities to present services to a captive audience of experts and professionals;
- Dynamic attendee engagement with your products and services;
- Mobile push notifications to attendees alerting them of your sponsorship, conference booth, and sponsored giveaways; and
- Invaluable exposure to attendees who are in charge of purchasing decisions and who are looking for new products and services.

WHY?

MACHA's 2021 Electronic Payments Conference is an excellent opportunity to:

- Network with key electronic payments operations contacts in our networking sessions;
- Participate in educational sessions that attract senior staff from financial institutions and companies;
- Show your dedication to the best use of electronic payments through education, information exchange, and advocacy; and
- Set up one-on-one networking sessions.

EXHIBITOR AND VENDOR OPPORTUNITIES

EXHIBITOR PACKAGE

Included in the Exhibitor Package, you will receive:

- Two (2) complimentary conference registrations, which include access to all conference events (additional exhibitor attendee registrations are \$350 per person);
- Exhibit space in which to interact with conference attendees;
- Your company name featured on all conference publications and marketing materials where possible;
- A list of conference attendees provided two weeks prior to the event; and
- A complimentary text ad in our e-newsletter.

\$795

VENDOR SHOWCASES

Act fast to secure one of four concurrent 25-minute sessions during the first full day of the conference! These showcases are an excellent opportunity to:

- Showcase your products and services;
- Conduct a sales pitch; and
- Educate conference attendees on the use and benefits of your products and services.

\$500

CONFERENCE SPONSORSHIP TIERS

DIAMOND

The Diamond Sponsorship Tier includes:

- Two (2) complimentary registrations for your staff;
- Three (3) complimentary registrations for your corporate customers (NEW);
- The opportunity to address conference attendees;
- Recognition as a diamond sponsor in marketing and conference materials;
- One (1) full-page color ad in the conference handbook (sponsor-provided, requires approval); and
- A conference attendee list provided three weeks prior to the event.

\$5,000

PLATINUM

The Platinum Sponsorship Tier includes:

- One (1) complimentary registration;
- Recognition as a platinum sponsor in marketing and conference materials; and
- A conference attendee list provided three weeks prior to the event.

\$3,000

GOLD

The Gold Sponsorship Tier includes:

- Recognition as a gold sponsor in marketing and conference materials; and
- A conference attendee list provided three weeks prior to the event.

\$2,000

CONFERENCE SPONSORSHIP TIERS

SILVER

The Silver Sponsorship Tier includes:

- Recognition as a silver sponsor in marketing and conference materials; and
- A conference attendee list provided two weeks prior to the event.

\$1,000

BRONZE

The Bronze Sponsorship Tier includes:

- A conference attendee list provided two weeks prior to the event.

\$750

SESSION SPONSORSHIP OPPORTUNITIES

KEYNOTE SPONSOR

Keynote sponsorship includes:

- One (1) complimentary registration;
- Featured sponsorship during the keynote address with the opportunity to address attendees;
- Recognition as the keynote sponsor in marketing and conference materials;
- A conference attendee list provided three weeks prior to the event.

\$2,500

SESSION SPONSORSHIP OPPORTUNITIES

LUNCH SPONSOR

Lunch sponsorship includes:

- The opportunity to give a brief presentation during lunch;
- Recognition as the lunch sponsor in marketing and conference materials;
- A conference attendee list provided three weeks prior to the event.

\$2,500

RECEPTION SPONSOR

Reception sponsorship includes:

- The opportunity to give a brief presentation during the reception;
- Recognition as the reception sponsor in marketing and conference materials;
- A conference attendee list provided three weeks prior to the event.

\$2,500

GENERAL SESSION SPONSOR

General Session sponsorship includes:

- The prominent display of your logo during your selected general session.

\$2,000

SESSION SPONSORSHIP OPPORTUNITIES

BREAKOUT SESSION SPONSOR

Breakout Session sponsorship includes:

- The prominent display of your logo during your selected general session.

\$1,000

AAP/NCP BREAKFAST SPONSOR

AAP/NCP Breakfast sponsorship includes:

- The prominent display of your logo during the AAP/NCP Breakfast session.

\$1,000

MARKETING SPONSORSHIP OPPORTUNITIES

MOBILE APP

Your branding will be visible to attendees using the mobile app before and during the conference.

\$1,500

EMAIL BLAST

MACHA will send one (1) email blast on your behalf before or after the conference.

\$500

SOCIAL MEDIA

MACHA will create one (1) social media post for LinkedIn and Twitter on your behalf prior to the conference.

\$500

2021 MACHA ELECTRONIC PAYMENTS CONFERENCE

Exhibitor/Sponsor Registration | Fax your completed form to (262) 345-1246

Exhibitor Package	<input type="radio"/>	\$795	Vendor Showcase	<input type="radio"/>	\$500
Diamond Sponsor	<input type="radio"/>	\$5,000	Keynote Sponsor	<input type="radio"/>	\$2,500
Platinum Sponsor	<input type="radio"/>	\$3,000	Lunch Sponsor	<input type="radio"/>	\$2,500
Gold Sponsor	<input type="radio"/>	\$2,000	Reception Sponsor	<input type="radio"/>	\$2,500
Silver Sponsor	<input type="radio"/>	\$1,000	General Session Sponsor	<input type="radio"/>	\$2,000
Bronze Sponsor	<input type="radio"/>	\$750	Breakout Session Sponsor	<input type="radio"/>	\$1,000
AAP/NCP Breakfast Sponsor	<input type="radio"/>	\$1,000	Mobile App Sponsor	<input type="radio"/>	\$1,500
Email Blast Sponsor	<input type="radio"/>	\$500	Social Media Sponsor	<input type="radio"/>	\$500

Company Information

Company Name _____

Website _____

Mailing Address _____

City _____

State _____

ZIP _____

Primary Event Contact

Name _____

Title _____

Phone _____

Fax _____

Email _____

Complimentary Registration(s) (Applies only to certain sponsorships and the exhibitor package)

Name _____

Title _____

Phone _____

Fax _____

Email _____

Name _____

Title _____

Phone _____

Fax _____

Email _____

For additional attendees, please complete and attach the following page with this registration form.

I will mail a check:

Please make checks payable to MACHA and mail to:

W177N9856 Rivercrest Drive, Suite 105, Germantown, WI 53022

Please ACH debit my account for the amount indicated above as follows:

ABA#: _____

Account#: _____

Signed: _____

Date: _____

Please charge my credit/debit card:

Full Name on Card: _____

American Express

Card #: _____

VISA

CVC Code: _____ Expiration Date: _____

MasterCard

Signed: _____

Date: _____

ADDITIONAL CONFERENCE ATTENDEES | \$350 EACH

Name _____

Title _____

Phone _____ Fax _____ Email _____

Name _____

Title _____

Phone _____ Fax _____ Email _____

Name _____

Title _____

Phone _____ Fax _____ Email _____

Name _____

Title _____

Phone _____ Fax _____ Email _____

Name _____

Title _____

Phone _____ Fax _____ Email _____

TERMS & CONDITIONS

PROHIBITED ACTIVITIES

Except where explicitly permitted, the following activities are prohibited by any Exhibitor:

- Sale of any gift;
- Sale of goods or taking orders for sale of equipment, products, services, or supplies;
- Conducting lotteries, raffles or drawings except when gratis to persons registering;
- Drawings that require MACHA registrants to be present to win; or
- Distribution to delegates and visitors of printed matter, samples, souvenirs, and the like.

SUBLETTING SPACE

Exhibitors may not sublet or assign any part of their booth space, nor advertise or display goods or services other than their own.

FAILURE TO OCCUPY SPACE

Unless prior approval for delayed occupancy is received from MACHA, any exhibit booth not occupied by the assigned Exhibitor by opening time of the exhibit hall at the appropriate conference(s), may be reassigned or used by MACHA without refund to the Exhibitor.

SOCIAL FUNCTIONS

Exhibitors may not conduct social functions in the exhibit area during the conference. Exhibitors may conduct social functions in private settings with the written approval of MACHA. Social functions shall be scheduled at a time which will not interfere with MACHA's scheduled activities. MACHA must receive a copy of the function announcement or invitation two weeks in advance of mailing.

SECURITY

Exhibitors shall exercise reasonable care for the protection of their digital materials. MACHA officers, directors, members and staff are not responsible for the safety of the property or the exhibitor, their agents or employees, or harm or damage to such persons resulting from theft, fire, accident or any other cause. Exhibitor is required to provide all insurance and/or policy riders necessary to cover all exhibits.

CANCELLATION OF CONFERENCE

If MACHA fails to hold its conference as herein provided, or fails to furnish Exhibitor space as stated herein, including circumstances of Force Majeure, it shall refund to Exhibitor any charges paid hereunder. Such refund shall be accepted by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

CANCELLATION BY EXHIBITOR

If the Exhibitor notifies MACHA in writing at least 30 days before the event that it will not occupy the exhibit space stated herein, all fees paid by the Exhibitor will be refunded, except a \$100 fee per cancellation. No refund of any fees will be made if such notice is received after that date.

LIABILITY AND INDEMNITY

Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from, or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and his employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof and (e) any other persons lawfully on or about the conference premises. Exhibitor agrees to indemnify and hold harmless MACHA, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees, or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by or asserted against MACHA in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit booths at the Exposition. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed.